



FOR DAY FILE: **Date of Event**

Contact: **Media Contact Name**  
Phone: **Cell and Office**  
**e-mail address**

**School Name Sponsors *CUT IT OUT!* Event in Recognition of Domestic Violence Month**

**WHAT:** **School Name** is sponsoring **briefly describe the type of event – such as a cut-a-thon, discounted services, etc.** The event is part of **School Name** commitment to *CUT IT OUT!* a nationwide coalition of American Association of Cosmetology Schools members and their students. *CUT IT OUT!* educates cosmetology students about the signs of domestic abuse, raises awareness of this societal issue and provides students with an opportunity to become engaged in community service.

**WHEN:** **Day, Month, Date**  
**Times**

**WHERE:** **Address of event**

**WHY:** **School spokespersons can address:**

- October is National Domestic Violence Awareness Month
- *CUT IT OUT!* leverages the relationship of trust that exists between a stylist and client
- The program is an innovative way for students to learn about “giving back” to the local community

**MEDIA:** **On-site interviews and photo opportunities will be available between (times).**